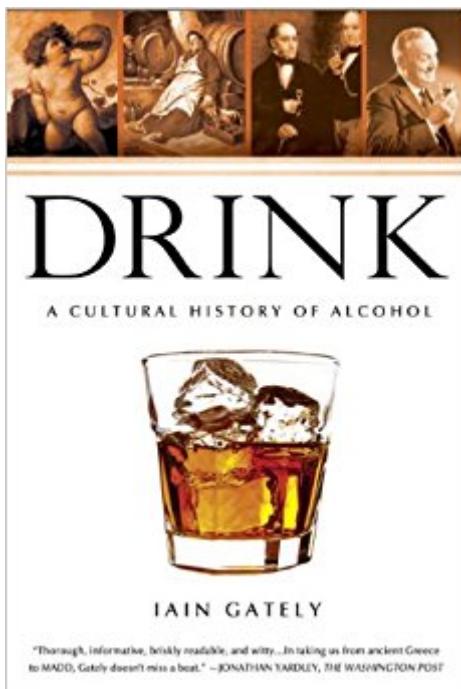


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# Drink: A Cultural History Of Alcohol



## Synopsis

A spirited look at the history of alcohol, from the dawn of civilization to the modern day. Alcohol is a fundamental part of Western culture. We have been drinking as long as we have been human, and for better or worse, alcohol has shaped our civilization. Drink investigates the history of this Jekyll and Hyde of fluids, tracing mankind's love/hate relationship with alcohol from ancient Egypt to the present day. Drink further documents the contribution of alcohol to the birth and growth of the United States, taking in the War of Independence, the Pennsylvania Whiskey revolt, the slave trade, and the failed experiment of national Prohibition. Finally, it provides a history of the world's most famous drinks-and the world's most famous drinkers. Packed with trivia and colorful characters, Drink amounts to an intoxicating history of the world.

## Book Information

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## Customer Reviews

With the same ambitious sweep and needle-in-history's-haystack approach of his previous tome on tobacco, Gately takes on all things alcohol. From absinthe to Jay-Z's boycott of allegedly racist Cristal, from Mayan pulque to Pilsner Urquell, he covers the history and the culture of the medicinal and mind-altering product that since at least 8000 B.C. has been part of human civilization. The book's first chapters chronicle the history of fermentation and distillation from early civilization through the late Middle Ages, before the narrative's bulk gives over to alcohol's story since the colonization of the New World. Gately touches on such minutiae as the tableware and music selections onboard the expedition ships that followed Raleigh to America and an exacting

chronology of laws enacted to ban the sale of alcohol to Indians. He ecumenically includes historical information from every civilized continent; yet for a book on booze, it's at first drier than straight gin, definitely for those who like their history neat. Like a good party, however, it becomes livelier as the author works in such far-flung cultural materials as the plays of Alfred Jarry and Budweiser's '80s mascot, Spuds McKenzie. In the end, Gately ranges so wide and deep that this may become a classic reference on the subject. (July) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

Following his earlier treatise on tobacco, historian Gately focuses on another of humanity's consuming passions: alcoholic beverages. Beginning with classical civilizations, he traces the rise of vintner, brewer, and distiller, whose demand for fruits, grains, and new markets helped fuel the expansion of empires. Gately contrasts Christianity's intimate embrace of the fruit of the vine with Islam's absolute rejection of intoxicating libations. European explorers carted wines over oceans only to discover that New World civilizations had already concocted their own sophisticated and highly drinkable spirits. Rum became inextricably bound with slave trading, and mass production and undisciplined consumption of whiskey and gin threatened to unravel the social fabric of newly industrialized European and American economies. Governments adopted different strategies for dealing with alcohol abuse, ranging from regulation of the opening hours of public houses to outright prohibition. A grand, always engaging survey of the role of booze in both cultural and social history. --Mark Knoblauch --This text refers to an out of print or unavailable edition of this title.

Excellent book, so many info. I'm still reading it. But i face only one problem while reading this. English is not my first language, so I have to go to my dictionary everytime. So many different words. But I think It's my personal problem. Overall rate is 5 out of 5.

Really great book. I am fascinated with the history of alcohol, I love this book. I would also recommend "Alcoholica Esoterica."

Very thorough history- highly recommended.

I chose this book because I am not only in the healthcare business, but alcohol is such a large part

of American life, but has become such a problem in the higher learning institutions, of this country. This book is human, and informative, and I would advise anyone to read this book.

Best history book ever written!

Good book.

This is a well researched and engaging book. I carried it around with me while I was reading it, and had many conversations with people who noticed it. I would have liked more about microbreweries, but that's another book in itself I suppose.

It's a wonderful book. There is nothing especial about it that is not already as advertised, it provides everything I expected based on what was told to me about it. A wonderful book if you are interested in alcohol beyond enjoying it as a drink. Some of the bountiful knowledge in there can also be a good conversation maker in bars and such.

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